



NetHui 2012

Shaping Our Future Together

Multi-stakeholder Internet Conference

SkyCity, Auckland, 11 – 13 July 2012

Sponsorship Prospectus

Multi-stakeholder Internet event

Auckland, 11 – 13 July 2012

The Offer

Your organisation is invited to sponsor New Zealand's most diverse and inclusive Internet conference for 2012

NetHui 2012 follows from the highly successful NetHui 2011 held in Auckland last June/July that attracted 500 participants. NetHui provides a unique opportunity for interaction and networking through a unique discussion-based format that draws from the multi-stakeholder collaboration model of the global Internet Governance Forum (IGF).

The second NetHui conference will be held over three days from 11-13 July, again in Auckland. The conference venue will be confirmed early in 2012 and a similar format will be used including two days of streamed discussion, a wrap-up panel day, and associated events involving community partners.

Benefits to you as a sponsor revolve around exposure to a sophisticated and highly engaged audience drawn from across industry, community, business, professional, political and government sectors. Topical issues such as access, diversity, law, governance, privacy, security, culture, innovation, and education will be discussed.

NetHui 2012 will provide a unique opportunity for you to align your organisation with open discussion of the Internet. A key characteristic of this event that adds significant value, and makes it unique, is our low cost for people attending, ensuring genuine cross-sector discussion.

Supply-side developments such as the roll out of fibre broadband and better rural broadband present a huge opportunity for New Zealand both in terms of social and economic development – there are both opportunities and challenges for the whole Internet ecosystem. NetHui 2012 is where these will be discussed.

Act now to secure your place in this exciting event.

"This is your opportunity to align your organisation with an inclusive approach to shaping our common Internet future"



Vikram Kumar
Chief Executive – Internet NZ

About InternetNZ

InternetNZ (Internet New Zealand Inc.) is the non-profit open-membership organisation dedicated to protecting and promoting the Internet in New Zealand and fostering a coordinated, cooperative approach to its ongoing development.

InternetNZ works across a range of public policy issues in areas such as access, openness, rights & responsibilities and security. InternetNZ makes regular submissions to the Government, regulators and Parliament and works co-operatively with a range of other community and sector organisations.

Theme

The theme for NetHui 2012 is *"Shaping our Future Together"*.

The first two days of the conference are participatory discussions that address a range of communities or sector issues, while the third day brings everyone together in one room for a series of panel discussions.

Sessions are community-led and will cover issues such as access, governance, regulation, privacy, security, openness, human rights, online safety, cultural issues, capacity building, promoting diversity, education, open data, innovation, emerging issues and education.

We want to hear from you!



Platform approach

InternetNZ is organising NetHui 2012 as a platform for all. This means that a number of diverse organisations are able to use NetHui to hold their own events, free and open to all. In turn this increases the value of your sponsorships. Those involved with the Internet in New Zealand will be invited to involve their communities and sectors. InternetNZ will act as the nucleus, with various interested people and organisations planning and running individual discussion areas.

The Venue

NetHui 2012 is being held in Auckland at SkyCity Convention Centre in the centre of Auckland. SkyCity is only a couple of blocks from Auckland's CBD and well served by buses and taxis. The convention centre has direct access to a multitude of restaurants and bars, the iconic Sky Tower and two luxurious SKYCITY Hotels.

Networking

We understand that as a sponsor of NetHui 2012, networking with your target market is of highest priority. The exhibition area where trade booths will be located is in the hub of the conference, located in the catering area where delegates will meet for refreshment breaks. If you wish to exhibit at NetHui 2012, the floor plan is designed to encourage the flow of delegates around the booths.

Audience

NetHui is a conference that targets everyone involved with Internet issues in New Zealand.

Leaders and stakeholder groups from business, government and civil society endorse the event as can be seen on the website at www.nethui.org.nz

The invitation to attend will be publicised widely and sent directly to individuals, professionals, government advisors, business people, educationalists and, importantly, politicians and Ministers.

The common factor will be a keen interest in the success of the Internet as both a social and economic force.

Principles

The principles underlying NetHui are as follows:

- **Openness:** The Internet is an open platform of value to the entire community.
- **Community platform:** NetHui is a platform for all those involved with the Internet in New Zealand to involve their communities. InternetNZ acts as a nucleus, with various interested people and organisations planning and running individual discussion areas.
- **Diversity of views:** All stakeholders operate on an equal basis. InternetNZ provides an organisational platform and works collaboratively with the many local stakeholders in the Internet to ensure a truly representative event.
- **Low pricing:** InternetNZ's and other sponsors' contributions enable the event to be priced such that everyone can attend.
- **Cost-neutral:** InternetNZ does not seek a profit from the event, rather it is putting in a major share of the investment and is seeking sponsorship to cover only a part of the costs.

We want to hear from you!

CONFERENCE SPONSORSHIP PACKAGES

Note: we are happy to work with sponsors to tailor a package that suits

Platinum Sponsor



NZ\$20,000 excl GST

Supporting NetHui 2012 at this level provides the highest degree of exposure to your organisation.

Platinum Sponsor benefits include:

- Your logo will be prominently displayed on the Twitter wall positioned in the foyer area.
- One exhibition stand in a premier position to engage your audience and receive maximum traffic flow
- Recognition as a Platinum Sponsor on the website, all pre-conference material, registration material and all other printed collateral
- Freestanding company banner displayed in a prime position in the main auditorium (supplied by your company)
- Your company logo on the main screen at the beginning of all plenary sessions acknowledging your Platinum Sponsor status
- Full page colour advertisement in the conference handbook (sponsor to provide artwork)
- Four complimentary registrations. Four complimentary tickets to Networking function(s)
- Distribution of a flyer at the conference - up to four pages and no larger than A4 size
- Your company logo hyperlinked to your website on the conference website to drive traffic to your website before and after the conference.

Gold Sponsor



NZ\$15,000 excl GST

Supporting NetHui 2012 at this level provides a superior degree of exposure for your organisation.

Gold Sponsor benefits include:

- One exhibition stand in a premier position to engage your audience and receive maximum traffic flow
- Recognition as a Gold Sponsor on the website and in all pre-conference material, registration material and all other printed collateral
- Your company logo on the main screen at the beginning of all plenary sessions acknowledging your Gold status
- Distribution of a flyer at the conference - up to four pages and no larger than A4 size
- Full page colour advertisement in the conference handbook (sponsor to provide artwork)
- Your company logo hyperlinked to your website on the conference website to drive traffic to your website before and after the conference
- Freestanding company banner displayed in the main auditorium (supplied by your company)
- Three complimentary conference registrations. Three complimentary tickets to Networking function(s).

We want to hear from you!

Silver Sponsor



NZ\$10,000 excl GST

Supporting NetHui 2012 at this level provides a high degree of exposure for your organisation.

Silver Sponsor benefits include:

- One exhibition stand in a premier position to engage your audience and receive maximum traffic flow
- Recognition as a Silver Sponsor on the website and in all pre-conference material, registration material and all other printed collateral
- Your company logo on the main screen at the beginning of all plenary sessions acknowledging your Silver status
- Distribution of a flyer at the conference - up to four pages and no larger than A4 size
- Your company logo hyperlinked to your website on the conference website to drive traffic to your website before and after the conference
- Two complimentary conference registrations
- Two complimentary tickets to Networking function(s).

Stream Sponsor



NZ\$8,000 excl GST

Supporting NetHui 2012 at this level provides a high degree of exposure for your organisation.

Stream Sponsor benefits are the same as for the Silver Sponsor level albeit Stream Sponsors will be listed below Silver sponsors in sequence. Note that unlike 2011, NetHui 2012 streams will not necessarily be associated with specific rooms. Also note that Stream Sponsorship is on a first-in basis but cannot be confirmed until topic streams are determined in early 2012.

Bronze Sponsor



NZ\$3,000 excl GST

Supporting NetHui 2012 at this level provides exposure for your organisation.

Bronze Sponsor benefits include:

- One exhibition stand in a premier position to engage your audience and receive maximum traffic flow
- Recognition as a Bronze Sponsor on the website and in all pre-conference material, registration material all other printed collateral
- Your company logo on the main screen at the beginning of all plenary sessions acknowledging your Bronze status
- Distribution of a flyer at the conference - up to four pages and no larger than A4 size
- Your company logo hyperlinked to your website on the conference website to drive traffic to your website before and after the conference
- A complimentary registration
- A complimentary ticket for Networking function(s). Your company logo hyperlinked to your website on the conference website to drive traffic to your website before and after the conference
- A complimentary registration
- A complimentary ticket for Networking function(s).

FUNCTION SPONSORSHIPS

Note: we are happy to work with sponsors to tailor a package that suits

Networking Session Sponsor

NZ\$7,500 excl GST (Exclusive - two available - one on each of first two days)

- This will be networking drinks and nibbles for an hour following one of either of the first two days of conference
- An opportunity to give a five minute welcome speech to all delegates attending the Networking Session on the evening of the first or second day
- Recognition as a Networking Session Sponsor on the conference website and in the conference handbook
- Freestanding company banners displayed during the Networking Session (supplied by your company)
- Distribution of a flyer at the conference - up to four pages and no larger than A4 size.

Feature Event Sponsor

NZ\$10,000 excl GST (Exclusive - one available)

- This is anticipated to be a dinner event where attendees are charged an additional fee to attend
- An opportunity to give a five minute welcome speech to all delegates attending the Feature Event function on the evening of the second day
- Recognition as the Feature Event Sponsor (title and focus of event to be confirmed) on the conference website and in the conference handbook
- Three complimentary registrations to the conference
- Ten complimentary registrations to the Feature Event function
- Freestanding company banners displayed during the Feature Event function (supplied by your company)
- Distribution of a flyer at the conference - up to four pages and no larger than A4 size.

Catering Sponsor

NZ\$5,000 excl GST (Exclusive - three available - one each day)

- This will be covering morning tea, afternoon tea and lunch on one of the three days of the conference
- Recognition as a Catering Sponsor on the conference website and in the conference handbook
- Three complimentary registrations to conference
- Freestanding company banner displayed in the catering area on the chosen day (supplied by your company)
- Distribution of a flyer at the conference - up to four pages and no larger than A4 size.

We want to hear from you!

OTHER SPONSORSHIP OPPORTUNITIES

On-Arrival Coffee Sponsorship

**\$4000 excl GST for one day
(three available)**

Attendees will love you for the early morning coffee hit, getting them in the mood for the big discussions ahead. Recognised on the website and in printed material.



Espresso Coffee Cart (price upon request)

Located by your stand with a barista making high quality coffee for delegates. All fixed costs including coffee cart and labour are included in this opportunity.

Price is dependant on number of days you wish to hire the cart for.

Recognised on the website and in printed material.

Conference Bag Sponsorship

Talk to us about bags! We get lots of feedback about the value of bags and the cost to the conference and the environment. If you are keen to join us in some creative thinking give us a call and we can talk about how to give you a high profile with fun and style.

Handbook Advertising

(Handbook is A5 size)

Outside Back Cover (colour) \$1000 excl GST

Inside Back Cover (colour) \$800 excl GST

Inside Front Cover (colour) \$800 excl GST

Full Page (black & white) \$500 excl GST

Name Badges

\$2000 excl GST

Name badges with logo and lanyards. Includes: Company logo on front of name badges and lanyard.



Sponsorship in kind

We also invite in-kind provision of certain conference requirements, which could either be branded (as in the case of pens/pads) or could be considered equivalent to a sponsor package in value (for example Internet and wireless provision and accorded the same benefits).

Conference Managers

conferences
& events P 11

The Professional Conference Organiser managing NetHui 2012 is Conferences & Events Ltd.

Conferences & Events Ltd have 20 years of experience and have managed conferences with extensive sponsors and exhibitions of 100+ stands. They are skilled at providing both personal or technical online solutions in order to ensure seamless co-ordination of your involvement.

Conferences & Events Ltd will manage the liaison with sponsors and exhibitors ensuring that all benefits are honoured and that sponsors feel valued and involved in the conference.

Conferences & Events provide state of the art 'Events Interactive' Conference management technology and offer fully interactive online services and web management.

www.confer.co.nz

We want to hear from you!

Application form

Please complete this form, keep a copy for your records and post/fax/email original to:

Richard Wood - Conference Organiser

Email: richard@internetnz.net.nz

Phone: (04) 495 2333

Fax: (04) 495 2115

Website: www.nethui.org.nz

CONTACT DETAILS

Company name: _____

Address: _____

Contact name: _____

Job title: _____

Phone: _____

Mobile: _____

Email: _____

Website: _____

Trade display name board: _____

Company Twitter hashtag: _____

Company Facebook address: _____

SPONSORSHIP

Type of sponsorship requested (please tick):

- | | |
|---|------------------------------------|
| <input type="checkbox"/> Platinum Sponsor | NZ\$20,000 <small>plus GST</small> |
| <input type="checkbox"/> Gold Sponsor | NZ\$15,000 <small>plus GST</small> |
| <input type="checkbox"/> Silver Sponsor | NZ\$10,000 <small>plus GST</small> |
| <input type="checkbox"/> Stream Sponsor | NZ\$8,000 <small>plus GST</small> |
| Stream request _____ | |
| <input type="checkbox"/> Bronze Sponsor | NZ\$3,000 <small>plus GST</small> |
| <input type="checkbox"/> Networking Session | NZ\$7,500 <small>plus GST</small> |
| <input type="checkbox"/> Feature Event Sponsor | NZ\$10,000 <small>plus GST</small> |
| <input type="checkbox"/> Catering Sponsor | NZ\$4,000 <small>plus GST</small> |
| <input type="checkbox"/> On-arrival Coffee Sponsor | NZ\$4,000 <small>plus GST</small> |
| <input type="checkbox"/> Conference Bags | Negotiable |
| <input type="checkbox"/> Printed Name Badges | NZ\$2,000 <small>plus GST</small> |
| <input type="checkbox"/> Espresso Coffee Cart | Negotiable |
| <input type="checkbox"/> Handbook Advertising | \$ _____ |

\$

On receipt of the application form, the conference organiser will issue a letter of confirmation together with an invoice for the amount payable. Sponsors and exhibitors may send either full payment or a deposit of 50% within twenty eight working days, with the balance of payment due by 20 June 2011.

Cheques/direct credits should be made payable to: InternetNZ

DISCLOSURE: I hereby agree to sponsor / exhibit (please circle), as detailed in this proposal, for the Nethui 2012, Auckland, from 11–13 July 2012.

Signed: _____

Dated: _____

We want to hear from you!